

COUNCIL DOWNTOWN COMMITTEE

**Monday, July 26, 2004
7:00 p.m.**

**Work Session Room 2-A - Hayward City Hall
777 B Street
Hayward, CA 94541**

Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

1. Results of Downtown Hayward BART Station Housing Survey
2. Improvement of Municipal Parking Lot Number Two



CITY OF HAYWARD

STAFF REPORT

AGENDA DATE 07/26/04

AGENDA ITEM _____

WORK SESSION ITEM _____

TO: Council Downtown Committee

FROM: Director of Community and Economic Development

SUBJECT: Results of Downtown Hayward BART Station Housing Survey

RECOMMENDATION:

It is recommended that the Downtown Committee review and comment on this report.

DISCUSSION:

As reviewed with the Committee at its meeting on May 24, 2004, staff conducted a survey of major housing developments near the Downtown Hayward BART Station in order to better understand the basic needs and desires of residents. This survey was undertaken in the recognition that the residential development occurring in the Downtown area highlights the importance of maintaining the Downtown as an attractive and livable neighborhood. The information from this survey will assist in future planning for open space, schools, parking and transportation to serve the Downtown area. The results of the survey will also provide useful information for evaluating the types of businesses that are needed to serve residents of the Downtown area.

The attached questionnaire (see Exhibit A) was distributed by mail to 470 households currently living in the four largest housing developments: Atherton Place, City Walk, Pinnacle City Centre, and Grand Terrace. The survey forms were mailed during the week of June 14, with a requested return date of June 28. Nonetheless, all forms returned to date have been included in the tabulation of results. The 137 forms returned yielded a response rate of just over 29%. It should be noted that response rates for the three ownership developments approached 40%. The total number and/or percentage of responses to each question on the survey are shown on the attached questionnaire. Not listed are individual responses to the open-ended questions on the survey.

Major findings of the survey are highlighted in the remainder of this report. More detailed results will be available at a later time once staff completes its analysis of selected cross-tabulations and prepares summaries of responses to the open-ended questions on the survey.

Household Characteristics

- Nearly 4 out of every 5 households (78.8%) moved from a location outside Hayward.
- Over half the households (55.5%) have lived in their units for more than a year and over a quarter (26.3%) have lived in their units for six months to a year.
- Over 4 out of every 5 owner-occupied units (82.4%) have original owners.
- Almost three-fourths of adults (71.8%) are between the ages of 25 and 44.

- Nearly a quarter of households (24.1%) have children, and over half of those 46 children (57.7%) are under five years of age; about 40.0% of the school-age children attend Hayward public schools.
- Almost half of the households (44.4%) contain two people, while over one-fifth (20.7%) are single-person households; all but one of the remaining households consist of three or four persons.
- The average household size is 2.24 persons per household; however, the average household size for Pinnacle City Centre (2.00 persons per household) is smaller than that for the other three complexes (average of 2.30 persons per household).

Housing Design and On-Site Amenities

- Overall, the residential developments contain an average of 2.48 bedrooms per unit and 0.90 persons per bedroom; however, Pinnacle City Centre averages fewer bedrooms per unit (1.50) and more persons per bedroom (1.33), when compared to the other three complexes (2.73 bedrooms per unit and 0.84 persons per bedroom).
- Over two-thirds of the reasons given for moving to the downtown area are housing value (36.1%) and the close proximity of BART and public transit (32.5%).
- The top two reasons given for choosing to reside in a particular development are price/rent of unit (32.7%) and floor plan/layout (25.4%).
- Over half of the households indicated a preference for changes in their unit or complex; changes to unit design/layout and more on-site parking are the top two changes people would make to their complexes/units.
- Almost half the respondents (46.0%) rarely or never use the common open space within their complexes, which is about the percentage (47.7%) that rarely or never use parks or open space in Hayward.

Transportation and Parking

- Over half the households (51.1%) have two vehicles, and the average number of vehicles per unit is 1.72.
- Almost a third (29.1%) of adults use BART regularly to commute to work/school, while 6.1% regularly use AC Transit for those trips. (*Note: Census 2000 data indicate that only 6.3% of the workers city-wide use public transit.*)
- Over 80% of households seldom use BART for non-work related purposes (at least once a month or less).
- Over 95% of households seldom use AC Transit for non-work related purposes (at least once a month or less).
- Well over half (57.1%) of the households feel there is insufficient parking for residents within their complex, while 70.4% feel there is insufficient parking for visitors; public streets provide the most common alternative, followed by BART or other public garages.
- Almost 40% of households feel they cannot find street parking within reasonable distance from their units.

Downtown Businesses and Attractions

- Over half the responses (52.6%) indicate downtown Hayward is the primary shopping destination for daily needs.

- Almost 88% of the households visit downtown grocery stores at least once a week, and over half (53.0%) visit downtown non-grocery retail stores at least once a week.
- Over one quarter of the households (26.5%) regularly patronize downtown restaurants or other food service outlets (at least 2-3 times per week).
- About 75% of the households patronize other downtown stores or services; well over half of those households (57.7%) patronize these establishments at least once a week.
- Just over half of the households visit cultural, recreational, entertainment, or other attractions in the downtown; over 40% of those households visit these attractions at least once a week.
- Other types of businesses and attractions that residents indicated they would like to see in the downtown include the following: movie theater; upscale bar or nightclub; video rental store; nice sit-down family restaurant; upscale chain restaurants; ethnic supermarkets; specialty food stores; health food store; nice barber/beauty shop; office supply or high-tech store; bookstores; coffee house; upscale retail stores, such as a big-name clothing store; more cultural facilities, including a newer and better library; and more recreational facilities for children.

Prepared by:

Gary Calame, Senior Planner

Recommended by:

Sylvia Ehrental, Director of Community and
Economic Development

Approved by:

Jesús Armas, City Manager

Attachment: Exhibit A. Downtown Housing Survey with Summary of Responses

DOWNTOWN HAYWARD BART STATION HOUSING SURVEY

Summary of Responses

Please check (✓) one answer for each question unless otherwise noted. Your answers will be used for research purposes only and will be treated with strict confidentiality.

1. Which residential development do you live in?

Note: 137 responses received out of 470 surveys mailed (29.1% overall response rate)

<u>24.1%</u> Atherton Place (33 out of 83 responded: 39.8% response rate)	<u>21.2%</u> City Walk (29 out of 77 responded: 37.7% response rate)
<u>34.3%</u> Grand Terrace (47 out of 118 responded: 39.8% response rate)	<u>20.4%</u> Pinnacle City Centre (28 out of 192 responded: 14.6% response rate)

2. When did you move in?

<u>2.9%</u> Within the last month	<u>26.3%</u> 6 to 12 months ago
<u>15.3%</u> 1 to 6 months ago	<u>55.5%</u> More than one year ago

3. Where did you reside prior to moving to this location?

<u>21.2%</u> Another location within Hayward	<u>78.8%</u> Outside Hayward
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4. What attracted you to live in the downtown area? (Please indicate the 2 most important factors)

<u>8.6%</u> Close to workplace	<u>6.3%</u> Neighborhood atmosphere
<u>32.5%</u> Close to BART and other public transit	<u>2.0%</u> Parks and other public facilities
<u>36.1%</u> Housing value	<u>10.6%</u> Convenient to shops and restaurants
<u>3.9%</u> Other (Please specify) _____	

5. Why did you choose to live in this particular residential development?

(Please indicate the 2 most important factors)

<u>9.2%</u> Community atmosphere	<u>10.8%</u> Availability of unit
<u>10.8%</u> Architectural design of the development	<u>32.7%</u> Price/Rent of unit
<u>25.4%</u> Floor plan (size, layout, number of rooms)	<u>3.1%</u> Safety
<u>5.0%</u> Exterior amenities (landscaping, playground, swimming pool, common area, parking, etc.)	
<u>3.1%</u> Other (Please specify) _____	

6. Do you own or rent?

<u>78.8%</u> Own (All owned units, except one in Gr. Terr.)	<u>21.2%</u> Rent (All units in Pinnacle City Centre)
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- a. If own, are you the original owner of the unit?

<u>82.4%</u> Yes	<u>17.6%</u> No
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7. How many bedrooms are there in your unit?

<u>11.2%</u> 1	<u>56.0%</u> 3
<u>32.8%</u> 2	

8. How many people live in your unit?

Note: 307 people total; 2.24 average household size

<u>20.7%</u> 1 (Please proceed to Question 11)	<u>11.9%</u> 4
<u>44.4%</u> 2	<u>0.7%</u> 5 – 7
<u>22.2%</u> 3	<u>0.0%</u> More than 7

9. If there are children age 18 or younger in your household, how many are there and what are their ages?

Note: 46 children total; 33 households (24.1%) have children

- a. There are 26 children under age 5 in my household. (21 of 33 households have children in this age group)
b. There are 17 children between age 5 and 13 in my household. (14 of 33 households ... age group)
c. There are 3 children between age 14 and 18 in my household. (2 of 33 households ... age group)

10. If there are children age 18 or younger in your household, which type of school(s) do they attend?

- a. 8 Hayward public schools
b. 12 Other schools
c. 26 Too young to attend school (under age 5)

11. What are the ages of the adults (persons over age 18) in your household?

Note: 261 adults total. (Age was not specified for six adults.)

- a. There are 24 persons between age 18 and 24 in my household. (9.4%)
- b. There are 183 persons between age 25 and 44 in my household. (71.8%)
- c. There are 46 persons between age 45 and 64 in my household. (18.0%)
- d. There are 2 persons age 65 or over in my household. (0.8%)

12. How many vehicles belong to people living in your household?

Note: 236 vehicles total; 1.72 vehicles per unit average; 0.98 vehicles per bedroom average

<u>2.2%</u>	0	<u>11.9%</u>	3
<u>34.1%</u>	1	<u>0.7%</u>	4
<u>51.1%</u>	2	<u>0.0%</u>	5 or more

13. How many vehicles did your household have before moving to this location?

Note: 255 vehicles total; 24 households had more vehicles before, 6 households had fewer vehicles before

<u>0.7%</u>	0	<u>14.1%</u>	3
<u>31.1%</u>	1	<u>1.5%</u>	4
<u>51.1%</u>	2	<u>1.5%</u>	5 or more

14. How many members in your household use BART to commute to work/school on a regular basis?

Note: 76 adults use BART regularly; 29.1% of total adults

<u>53.7%</u>	0	<u>10.4%</u>	2
<u>35.8%</u>	1	<u>0.0%</u>	3 or more (Other)

15. How often do members in your household use BART for non-work /non-school related purposes?

<u>6.7%</u>	3 or more times per week	<u>43.0%</u>	At least once a month
<u>11.9%</u>	1 or 2 times per week	<u>38.5%</u>	Rarely or Never

16. How many members in your household use AC Transit (i.e. bus) to commute to work/school on a regular basis?

Note: 16 adults use AC Transit (buses) regularly; 6.1% of total adults

<u>90.5%</u>	0	<u>2.2%</u>	2
<u>7.3%</u>	1	<u>0.0%</u>	3 or more (Other)

17. How often do members in your household use AC Transit (i.e. bus) for non-work/non-school related purposes?

<u>2.2%</u>	3 or more times per week	<u>4.4%</u>	At least once a month
<u>2.2%</u>	1 or 2 times per week	<u>91.2%</u>	Rarely or Never

18. What would encourage you or members of your household to use public transportation more frequently (BART, Amtrak, bus)?

<u>3.1%</u>	More frequent stops	<u>13.1%</u>	Other (Please explain):
<u>40.0%</u>	Less expensive		Better safety & cleanliness (35.3%)
<u>43.8%</u>	Appropriate destinations		Nothing (23.5%)
			Extension of hours and/or routes (23.5%)
			Better information/reliability (17.6%)

19. Are vehicles regularly parked in the garage at your home?

94.0%* Yes (99.1% of owned units)

*3 units have no vehicles

6.0% No. Why not? _____

20. Is there enough parking in your development for residents?

42.9% Yes

57.1% No. Where do they park? _____

Street (59.3%)
BART/public garage (17.6%)
Common area (15.4%)
Not specified (7.7%)

21. Is there enough parking in your development for visitors?

29.6% Yes

70.4% No. Where do they park? _____

Street (61.6%)
BART/public garage (19.6%)
Common area (10.7%)
Not Specified (8.0%)

22. Do you or members of your household park your vehicles on public streets near your complex?

<u>8.0%</u>	Everyday	<u>24.8%</u>	Occasionally
<u>12.4%</u>	Often	<u>54.7%</u>	Rarely or Never

23. How easy is it to find street parking within reasonable distance from your home?

9.2% Very Easy
26.0% Difficult

12.2% Easy
13.0% Very Difficult

39.7% Acceptable

24. Are there any changes to the design/layout of your individual unit and/or complex you would make?
If so, please explain.

50.4% say yes

Changes to unit design/layout (29 households) More on-site parking (28) Swimming Pool (8)

25. How often do you use the common open space area in your residential complex (resting benches, swimming pool, community room, green lawn, playground, etc)?

13.1% More than 2 times per week

29.2% At least once a month

11.7% 1 or 2 times per week

46.0% Rarely or Never

26. How often do you or members of your household visit parks or other open space in Hayward?

9.1% More than 2 times per week

33.3% At least once a month

9.8% 1 or 2 times per week

47.7% Rarely or Never

- a. Which parks or open space do you visit? (Please list)

27. Is downtown Hayward your primary shopping destination for your daily needs?

52.6% Yes

47.4% No

28. How often do you patronize grocery stores in downtown Hayward?

7.4% 4 or more times per week

45.9% 1 time per week

34.8% 2 to 3 times per week

11.9% Rarely or Never

29. How often do you patronize other, non-grocery retail stores in downtown Hayward?

0.0% 4 or more times per week

39.0% 1 time per week

14.0% 2 to 3 times per week

47.1% Rarely or Never

30. How often do you patronize restaurants or other food service outlets in downtown Hayward?

3.7% 4 or more times per week

44.9% Less than 1 time per week

22.8% 2 to 3 times per week

28.7% Rarely or Never

31. What other stores or services do you patronize in downtown Hayward (Farmers' Market, hair salon, bank, medical office, cleaners, etc.)? (Please list)

NONE or No Response (24.1%)

- a. How often do you patronize these stores or services?

4.8% 4 or more times per week

23.1% 1 time per week

29.8% 2 to 3 times per week

42.3% At least once a month

32. What cultural, recreational, entertainment, or other attractions do you visit in downtown Hayward (library, museums, art galleries, etc.)? (Please list)

NONE or No Response (48.9%)

- a. How often do you visit these facilities or attractions?

1.5% 4 or more times per week

10.3% 2 to 3 times per week

29.4% 1 time per week

54.8% At least once a month

33. What other kinds of retail stores, personal services, eating and drinking establishments, cultural facilities and recreational or entertainment attractions would you like to see in downtown Hayward?
(Please list)

34. Is there anything about your living environment you think we should know but have not asked?
(Please explain)

Thank you for your participation. Please mail, fax or drop off the survey at City Hall.

(Results reflect surveys received through July 16 2004)



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 07/26/04

AGENDA ITEM _____

WORK SESSION ITEM _____

TO: Council Downtown Committee

FROM: Director of Community and Economic Development

SUBJECT: Improvement of Municipal Parking Lot Number Two

DISCUSSION:

On May 20, 2003, the Redevelopment Agency Board authorized a contract with Watry Design to design improvements for Municipal Parking Lot Number Two (Muni Lot Two) that would provide additional public parking for downtown businesses and also partially satisfy the parking demands of the proposed new Cinema Place Theater. Initially it was proposed that a multi-level parking structure be constructed in the municipal parking lot; however, it was subsequently determined that Cinema Place could accommodate a four-level parking structure, which would be more aesthetically in keeping with the magnitude of development, and would also reduce the impact of proposed new construction on the surrounding businesses. As a result, Watry was directed to evaluate the expansion and reconfiguration of Muni Lot Two as a surface parking lot which could accommodate, if warranted in the future, a multi-level parking structure.

Attached to this report are several exhibits that illustrate the schematic plans for the expansion and reconfiguration of Muni Lot Two. At present the lot contains 93 parking spaces. The improved lot would effectively double the amount of parking, bringing the total to 184 spaces for vehicles, with additional spaces for motorcycles. Additional improvements include new lighting, an archway entry feature on B Street, a second entrance/exit on A Street, new sidewalks around a portion of the perimeter, and new landscaping. Because this project would involve the reconfiguration and reconstruction of the entire lot, the existing trees on the lot – except for one mature Redwood tree adjacent to the Masonic Lodge – are proposed to be replaced with a greater number of new trees. It should be noted that the proposed expansion of the lot involves the partial acquisition of some property from the parking lots adjoining the lot to the north, and staff has been working cooperatively with the property owners regarding these potential acquisitions. As the proposed parking lot is laid out, there is an unimproved space approximately 7.5 feet wide underneath the overhang of the Salvation Army between the building and the proposed public sidewalk. Staff will work with the current owner to determine how he would like to finish that area off. One option would be for the City to provide a low knee wall at the edge of the sidewalk to separate the public lot from the adjacent private property. The Long's Drug Store parking lot will continue to be a separate parking lot; however, the fence separating the lots will be removed for pedestrian access between the two lots.

Prepared by:

Paul Dalmon, Redevelopment Project Manager

Recommended by:

Sylvia Ehrental, Director of Community and
Economic Development

Approved by:

Jesús Armas, City Manager

Attachments: Exhibit A – Downtown Vicinity Map
Exhibit B – Site Plan, Municipal Parking Lot No. Two
Exhibit C – B Street View
Exhibit D – A Street View

Foothill Boulevard

EXHIBIT A
Downtown Vicinity Map



Cinema Place

Muni
Lot #2

"B" Street

"C" Street

Main Street

